

Message Text

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ACTION EB-07

INFO OCT-01 EUR-12 ISO-00 SP-02 USIA-15 AID-05 NSC-05

CIEP-02 TRSE-00 SS-15 STR-04 OMB-01 CEA-01 CIAE-00

COME-00 FRB-01 INR-07 NSAE-00 XMB-04 OPIC-06 LAB-04

SIL-01 L-03 H-02 DODE-00 PA-02 PRS-01 PM-04 MMO-04

ABF-01 MC-02 /112 W

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R 240720Z APR 76

FM AMEMBASSY STOCKHOLM

TO SECSTATE WASHDC 7438

INFO AMEMBASSY COPENHAGEN

AMEMBASSY HELSINKI

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UNCLAS SECTION 1 OF 2 STOCKHOLM 2257

E.O. 11652: N/A

TAGS: BEXP, AFSP, SW

SUBJECT: FY-78 CCP PRELIMINARY RECOMMENDATIONS - SWEDEN

REF: STATE 54879

1. CAMPAIGN 1, PRIORITY 1: COMPUTERS AND PERIPHERAL EQUIPMENT. RECENT MARKET RESEARCH PUT THE 1975 SWEDISH MARKET AT \$231 MILLION GROWING TO \$250 MILLION IN 1976 AND \$482 MILLION IN 1980. IMPORTS EXPECTED INCREASE FROM 66 PERCENT TO 68 PERCENT OF THAT MARKET. US COMPANIES ACCOUNT FOR 90 PERCENT OF IMPORTS (47 PERCENT ARE US EXPORTS) AND, DESPITE AN INCREASING EFFORT FROM JAPAN, ARE EXPECTED TO MAINTAIN THAT POSITION. TRADE CENTER EXHIBITION OF "COMPUTERS FOR ADMINISTRATIVE USES" IS PROJECTED.

2. CAMPAIGN 2, PRIORITY 2: PRINTING AND GRAPHIC ARTS EQUIPMENT. US NOW SUPPLIES 22 PERCENT OF \$35 MILLION IMPORTS. TRENDS SUCH AS AUTOMATIC OFFSET COPYING MACHINES COULD
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BE CAPITALIZED ON TO INCREASE US MARKET SHARE. TRADE

CENTER EXHIBITION THIS THEME IS PROJECTED DURING CY-78.

3. CAMPAIGN 3, PRIORITY 3: PULP AND PAPER EQUIPMENT. (CONTAINS EMPHASIS ON ENVIRONMENTAL CONTROL AND PROCESS CONTROL EQUIPMENT). SWEDISH IMPORTS ARE NEARLY \$60 MILLION OF WHICH THE US SUPPLIES ONLY 6 PERCENT OF MACHINERY AND 17 PER CENT OF INSTRUMENTS. WITH THE INVESTMENT EMPHASIS SHIFTING MORE TO ENVIRONMENTAL CONTROL AND PROCESS CONTROL, AREAS IN WHICH US IS ESPECIALLY COMPETITIVE, THIS MARKET SHARE COULD BE INCREASED. FEASIBILITY OF EXHIBITIONS MUST BE RESEARCHED.

4. CAMPAIGN 4, PRIORITY 4: BUILDING AND CONSTRUCTION MATERIALS AND EQUIPMENT. SOME \$15 MILLION NOW BEING IMPORTED FROM THE US. CONTINUING POST CONTACT WITH CONSTRUCTION COMPANIES IS NECESSARY TO DEVELOP TRADE OPPORTUNITIES. GROWING SWEDISH INTEREST IN US DECORATOR BUILDING MATERIALS SHOULD BE CAPITALIZED ON. FEASIBILITY OF TRADE CENTER OR OFFSITE EXHIBITION MUST BE RESEARCHED.

5. CAMPAIGN 5, PRIORITY 5: HIGH TECHNOLOGY CONSUMER GOODS. SWEDISH CONSUMER INTEREST IN US HIGH QUALITY CONSUMER GOODS CONTINUES TO GROW. ADDITIONAL METHODS TO ENCOURAGE THIS TREND MUST BE DEVELOPED BY THE TRADE CENTER.

6. CAMPAIGN 6, PRIORITY 6: AVIONICS AND AVIATION SUPPORT EQUIPMENT. US TRADITIONALLY DOMINATES THIS \$10-15 MILLION (BUT CYCLICAL) MARKET. FOLLOW-UP TO VERY SUCCESSFUL OCTOBER 1975 TRADE CENTER EXHIBITION SHOULD BE EXPLORED.

7. CAMPAIGN 7, PRIORITY 7: METALS INDUSTRIES (INCLUDES EMPHASIS ON ENVIRONMENTAL CONTROL AND PROCESS CONTROL EQUIPMENT). THIS CAMPAIGN WILL BE IN FOLLOW-UP PHASE AFTER EXHIBITION IN FY-77. CONTINUOUS MONITORING OF EXPORT OPPORTUNITIES IN STEELWORKS 81 PROJECT WILL BE NEEDED AS WELL AS WITH OTHER SWEDISH METAL MANUFACTURERS WHO ANNUALLY IMPORT EQUIPMENT WORTH NEARLY \$200 MILLION.

8. CAMPAIGN 8, PRIORITY 8: ENERGY SYSTEMS. MARKET FOR US EXPORTS IS GOOD, TOTALING \$12-15 MILLION ANNUALLY. AS UNCLASSIFIED

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US ALTERNATIVE ENERGY PROJECTS GET INTO HIGH GEAR, NEW PRODUCTS WILL BE VERY INTERESTING TO SWEDISH MARKET WITH GOOD OPPORTUNITY FOR INCREMENTAL SALES.

9. CAMPAIGN 9, PRIORITY 9: INSTRUMENTS AND HEALTH CARE EQUIPMENT. INSTRUMENTS AND EQUIPMENT FOR LABORATORIES AND HEALTH CARE ARE PRODUCT CATEGORIES IN WHICH US TRADITIONALLY DOES WELL IN SWEDEN. TRADE CENTER EVENTS

EMPHASIZING NEW DEVELOPMENTS SHOULD BE CONSIDERED FOR
1978.

10. PRIORITY 10: FOLLOW-UP PROGRAM TO FY-77 CAMPAIGNS.
PROGRAM TO REGULARLY FOLLOW-UP IMPORTANT TRADE OPPORTUNITIES,
COMPANIES VISITED AND CONTACTS MADE MUST BE A PRIORITY
OF COMMERCIAL PROGRAM.

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11. PRIORITY 11: INVEST IN USA. THE VARIOUS STATE ECONOMIC
DEVELOPMENT OFFICES ARE VERY ACTIVE IN SEEKING NEW
INVESTMENT BY SWEDISH COMPANIES. POST ASSISTS THEM ON
CONTINUING BASIS.

12. PRIORITY 12: BUSINESS VISITORS TO US. POST STRONGLY
SUPPORTS TRAVEL COMPANIES AND AIRLINES IN THEIR PROMOTION
OF BUSINESS GROUP TRAVEL AND INDIVIDUAL BUSINESS/PLEASURE
TRAVEL TO US.

13. PRIORITY 13: IN-STORE PROMOTION PROGRAM. THESE
PROMOTIONS HAVE PROVEN VERY EFFECTIVE FOR PROMOTION OF

CONSUMER GOODS IN STOCKHOLM; POTENTIAL OF SIMILAR PROMOTIONS IN GOTHENBURG, MALMO AND OTHER CITIES WILL CONTINUE UNDER INVESTIGATION.

14. RESERVE CAMPAIGN: SHIPBUILDING. CONSIDERING NEW SWEDISH GOVERNMENT LOAN GUARANTEES AVAILABLE TO SHIPBUILDING, AND IN THE EVENT WORLD DEMAND PRICKS UP, THIS COULD BE TIMELY UNCLASSIFIED

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THEME.

15. ANTICIPATED PERSONNEL REQUIREMENTS FOR CAMPAIGN ACTIVITIES ARE 1460 PERSON-DAYS; OTHER PROJECTS AND ACTIVITIES WILL REQUIRE 3100 PERSON-DAYS. ON BASIS OF 240 WORK-DAYS PER EMPLOYEE, PERSONNEL RESOURCES TOTAL 4560 PERSON-DAYS; BREAKDOWN PER TABLE IIA FORMAT IS 420, 710, 1260, 1210, 0, 330, 240, 390.

16. ANTICIPATED FINANCIAL REQUIREMENTS ARE \$49,815 (\$3990 CAMPAIGN AND \$45,825 NON-CAMPAIGN); BREAKDOWN PER TABLE IIB FORMAT IS 2160, 1140, 420, 270, 3550, 3925, 32950, 5400.
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